

DATA COPY

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PAGINATION SHEET

Job Description

Input w/o #35184

Special Instructions

Duplex

60# Gray & White paper

FRONT

BACK

Lipson Presentation

PAGE

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<i>Info Services</i> 1	2
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<i>State of the Industry</i> 3	4
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<i>David S. Lipson</i> 19	
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THE
JOURNAL
OF THE
ROYAL ANTHROPOLOGICAL INSTITUTE

INPUT®

**INFORMATION SERVICES
INDUSTRY**

**David Lipson
Senior Vice President
INPUT**



INPUT®

STATE OF THE INDUSTRY



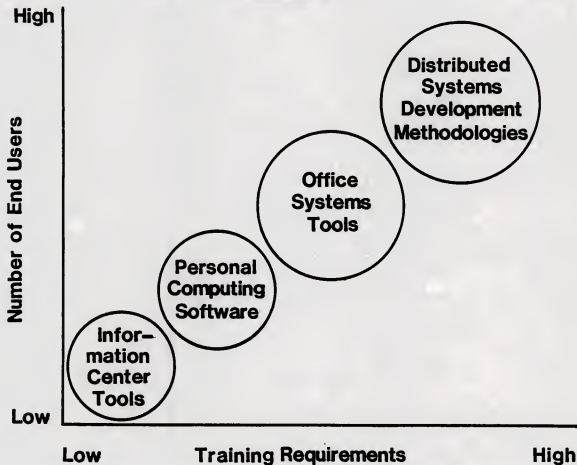
INPUT®

INDUSTRY SLOWDOWN



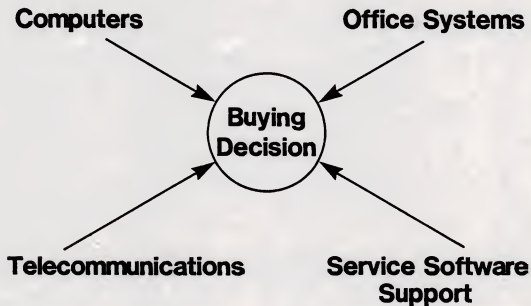
**TEMPORARY
OR
PERMANENT CHANGES?**



THE GROWING TRAINING PROBLEM



COMPLEXITY





INPUT®

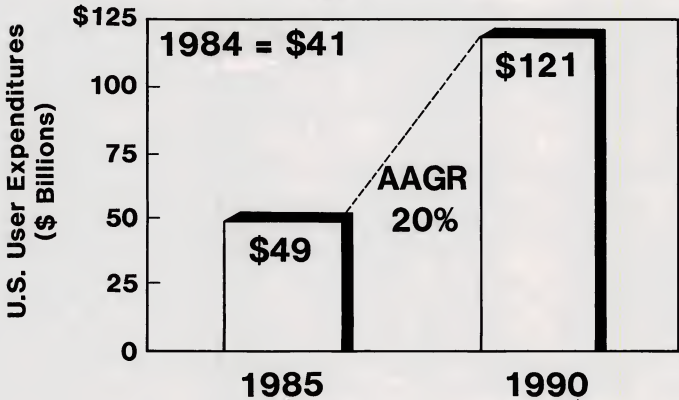
**BUYING DECISION
SLOWING DOWN**



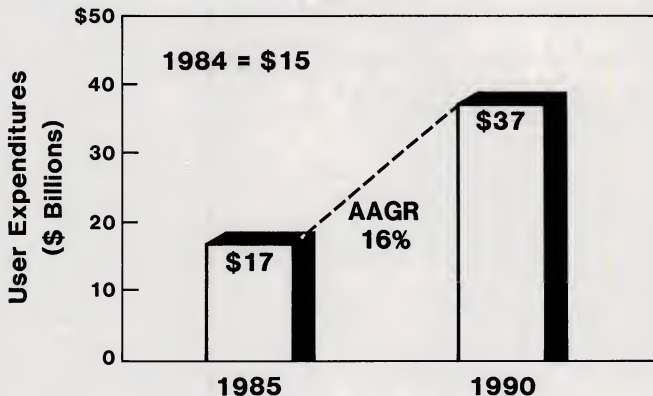
INPUT®

MARKET FORECASTS



TOTAL INFORMATION SERVICES



PROCESSING SERVICES MARKET



DIRECTION

Single Site

Multi-Site

Simple



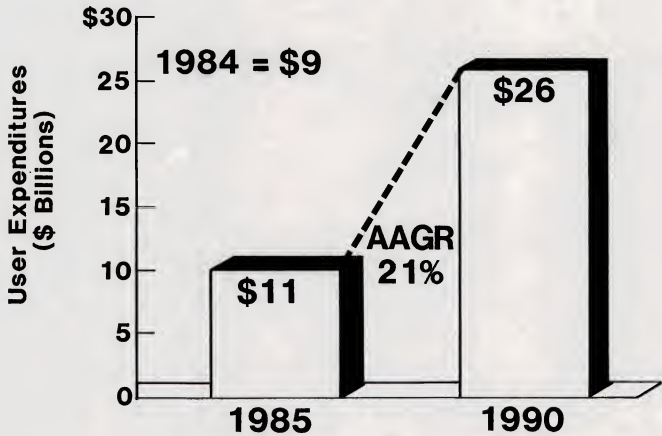
Complex

General

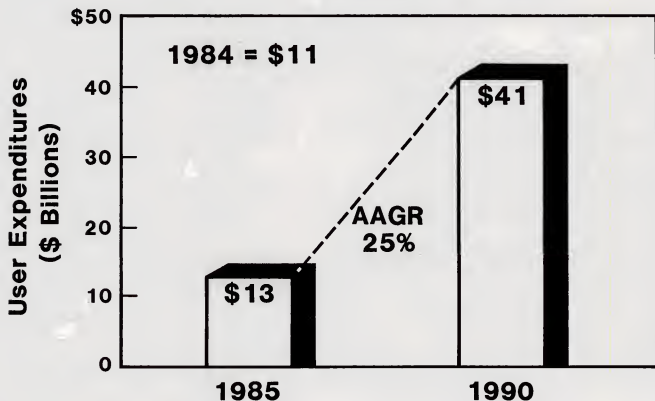
Specific



PROFESSIONAL SERVICES MARKET

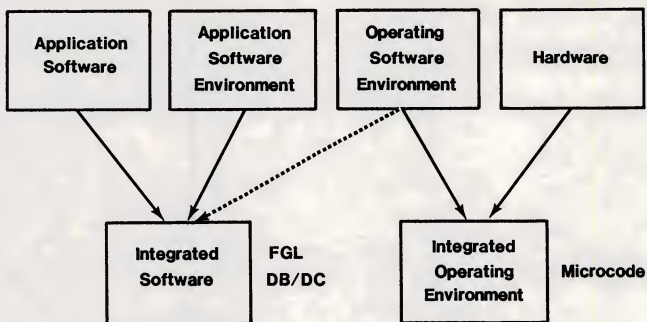




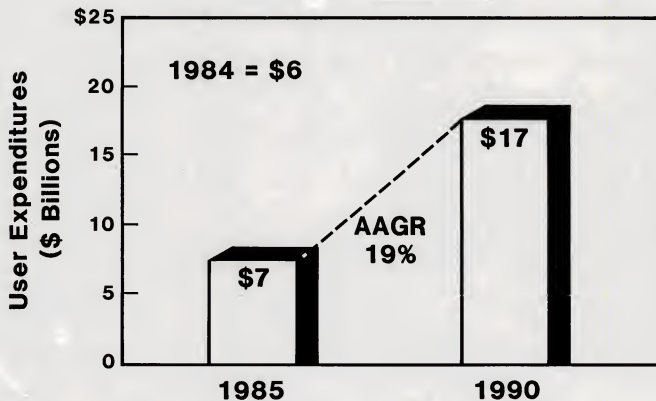
SOFTWARE PRODUCTS MARKET



HARDWARE/SOFTWARE RELATIONSHIPS 1985-1995





TURNKEY SYSTEMS MARKET



TURNKEY SYSTEMS PROJECTIONS

- **Standard Hardware (VAR)**
 - **Faster Growth Now**
 - **Custom Hardware
(Integrated Systems)**
 - **Eventual Growth Faster**
 - **“Lock-ins”**
-



LIMITS TO GROWTH

- **Absorption Rate**
 - **Implementation**
 - **Education and Training**
 - **Organization Changes**
 - **Resistance to Change**
 - **Logistics**
-





60# white
single

David S. Lipson

David Lipson is a Senior Vice President with INPUT. He has 18 years of sales and marketing management experience in the remote computer services and software industries. His background includes executive responsibility at SIS Sundata where he was President of the Project Management Services Division. Most recently, Mr. Lipson was a founding member and Chief Operating Officer of the National Software Testing Labs.

Mr. Lipson holds a B.A. degree from Pennsylvania State University and received his M.B.A. from Temple University.

